

# NATION'S AUTOMOBILE INDUSTRY AGAIN NEAR NORMAL

## PRICE READJUSTMENT OF CARS COMPLETED

Opinion Now Is That Automobile Industry Has Reached Stabilization Stage.

### SALES NOW ON INCREASE

Good Buying Power Shown by Public When Price Recession Make Purchases Interesting From Economy Standpoint.

Price readjustment in the automobile industry seems to have been about completed, judging from the final report just issued by the National Automobile Chamber of Commerce, which shows changed prices on the various makes of cars. The new prices in many instances go back to the figures of a few years ago, notwithstanding that the models, in many cases, are bigger with better finish and such additional equipment as cord tires and improved electrical apparatus.

In the opinion of students of the industry, the mid-year change has now stabilized the industry to a degree that is bringing increased sales to all companies.

Carload shipments from the factories during April and May were 67 per cent of the production for the same two months of last year, and there is reason to believe June will be at approximately the same rate.

Business Good Compared With Others. Compared with the feverish rush of motor cars last spring a two-thirds demand looks to be a big falling off, but compared with normal years it shows that the motor car business is faring much better than other lines.

There has been a steady demand for used cars, prices which have also been substantially reduced. Lower prices on new cars have been offset somewhat by the reduced allowances on used cars when offered for a trade-in by the retail buyer. In other words, many who waited last fall for reductions of the past few months saved appreciably little owing to the lower valuation on their old car.

Good buying power has been shown where prices have been reduced or where it was known that present prices and quality would be maintained. The National Automobile Chamber of Commerce figures show that with more than 8,000,000 passenger cars in use, the replacement demand alone should be about 1,500,000 cars.

The production of passenger cars last year was 1,882,000. To show how close are the new prices, one of the largest manufacturers in his last cut was only able to reduce 125. This manufacturer is producing at the rate of 110,000 vehicles a month. During this readjustment period some cars are being sold at a loss because of the high wages and the costly materials that were bought last fall.

"While this week may bring a few more changes in cars that have not been reduced this year, it is generally agreed that the mid-year reductions have stabilized conditions in the industry with little possibility of further changes during 1921."

### Success Based on Big Production.

"The success of the automobile industry has been based on big production and the resulting low prices which insure a broad market. For that reason every effort has been made to produce better cars at lower prices to insure the big production which make increased values possible. Moreover, in these readjustments of the past few weeks, motor car manufacturers generally have taken into consideration the need for increased car and truck sales by the 35,000 dealers throughout the country."

"The truck business continues to be on a par with general business but with an improved future just as soon as general construction and road building programs get under way and railroads perfect their plans for the use of motor trucks for short haul traffic and in connection with store-door delivery."

## Big Tire Sale Now Going On

All Makes of Standard Tires  
NATIONAL TIRE & RUBBER CO.  
425-427 West Broad Street

**THE CORRECT BEARING Anywhere Anytime**

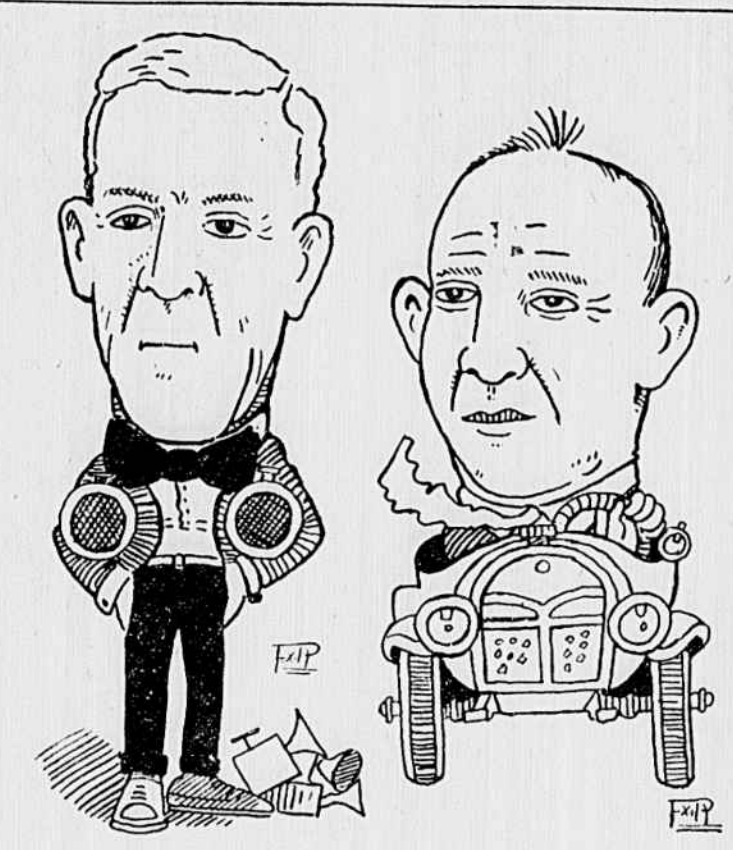
NEW DEPARTURE TIMKEN HYATT

OFFICIAL records and complete stocks of Hyatt, Timken and New Departure Bearings enable the Bearings Service Company to supply the correct bearing for any motor car, truck or tractor.

RICHMOND BRANCH:  
1809 W. Broad St.  
Phone Madison 7180.



## Snapshots on Automobile Row —By The Times-Dispatch Cartoonist



R. W. PAYNE, Vice-President and Sales Manager Terminal Motor Co., Inc.  
J. S. MANNING, Vice-President and Sales Manager Terminal Motor Co., Inc.

### TIRES OF FIRST QUALITY LOWEST PRICES ON RECORD

The startling announcement made by the Mason Tire and Rubber Company of the lowest price ever offered on standard Ford-size tires, is indicative of a new phase in the tire situation.

Such a price by one of the big companies is possible only as a result of great reductions in their manufacturing costs.

Not only has the price of labor and raw material sunk to lower than pre-war level, but the tremendous response from the buying public has greatly stimulated sales.

The greatest optimism is felt now by the tire manufacturers over the fact that they are at last getting down to a sound price basis.

July 3, 1921, Smilegram  
From the Smiling Four

Walter Holladay  
Percy Holladay  
P. Clayton Holladay  
Jno. W. Huffman

## Bouquets or Bricks? We Want to Know Which

WE like to know our customers are pleased with our goods and our service.

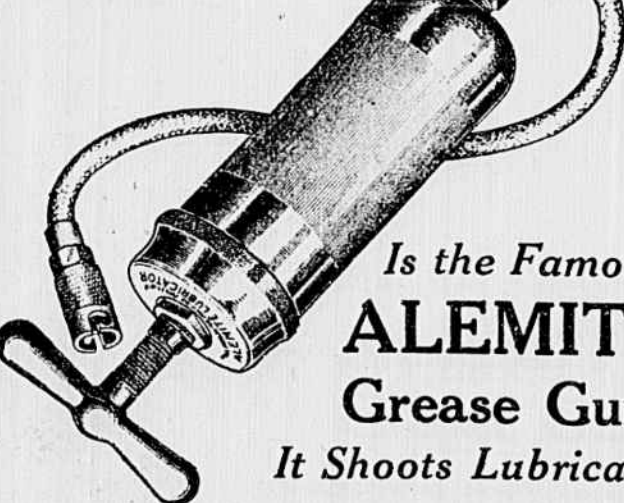
But, because we're human, we know we make occasional mistakes. The men who make our goods are human, too, and their mistakes will sometimes get by us.

So that the real important thing, for us, is to hear from the customers who aren't satisfied.

No customer of ours ever remained dissatisfied if we knew about it.

That's our policy. Help us to live up to it by telling us if you're not satisfied with anything you buy from us.

This—



Is the Famous  
**ALEMITE**  
Grease Gun!  
It Shoots Lubricant

- at 500 lbs. pressure into all the bearings of your car.
- Does what ordinary lubricating devices fail to do:
- Stops squeaks.
- Stops excessive wear.
- It's quick and clean where the old way is slow and dirty.

Let Us Tell You More About  
**ALEMITE**

We Are Exclusive Sales Agents for Alemite Products

The  
**Holladay**  
Co.

The Hood Tire Auto Supply Store (that means quality). Look for the Blue Front at 620 East Main Street. Tel. Madison 2247.

HOOD TIRES!—Have You Tried 'Em?

## KLINE CAR CORPORATION ANNOUNCES SECOND CUT

All Open Models Reduced \$200, Making \$510 Slash in Eight Months.

The Kline Car Corporation announces another reduction of \$200 each on all open models effective tomorrow, which is the second reduction that they have made on their cars in the past eight months. The former one being \$310. This, together with the one effective tomorrow will make a total reduction of \$510.

This company claims even more reduction than this on account of the many added features they have put on their new model K. Every detail has been worked out as in the finest cars and more than ever they are featuring accessibility also cord tires are now regular equipment.

This model K is built in five body styles and it is claimed to be the highest standardized custom built car on the market.

The bodies, tops, upholstery, sheet metal work, painting and all the component parts are made in their own factory. One of the newest features of this car is in the rear axle in which the pinion runs between two bearings. It is claimed to be impossible to break teeth out of pinion or ring gear due to the sturdiness of the mounting and the size of the teeth which has been increased 125 per cent in size over the former and over the regular ones used in cars of this weight. This model is also featuring the straight line drive under load which is accomplished by the setting of the engine in degrees at the rear axle without any angle to the drive shaft.

## POPULATION OF FRANCE SHOWS 2,500,000 DECLINE

[By Associated Press.]

PARIS, July 2.—The population of France on March 6, 1921, was 36,041,296, according to the figures which the Official Journal will publish today of the census taken on that date. The previous census taken in 1911 gave the population as 38,468,813. Thus the population of France decreased nearly 2,500,000 during the war.

It is explained, however, that the 1921 figures do not include the soldiers, marines and sailors outside of France.

### ATTRIBUTE LOW CAR PRICES TO ECONOMY AT FACTORY

Low manufacturing costs are responsible for the low prices of all Haynes cars, according to a statement by Alton G. Seiberling, vice-president and general manager of the Haynes Automobile Company, Komo, Ind.

Mr. Seiberling is recognized as one of the leading experts in the country on manufacturing costs, and it is to his ability in this phase of motor

car manufacture that the present low prices of Haynes cars are attributed. It was through Mr. Seiberling's knowledge of manufacturing costs that the Haynes Fifty, the smaller and lighter two-passenger, six-cylinder touring car, was produced for \$1,955. This was, in reality, the first important reduction in motor car prices in 1921.

### Smashing Money-Saving Sale on Tires and Tubes

**National Tire & Rubber Co.**  
425-427 West Broad Street

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## New KLINE Prices Effective July 4-21

On the above date all open models of KLINE KARS will be reduced \$200.00 from the list price F. O. B. Factory. This reduction, plus our former one of \$310.00, makes the most sweeping price reduction in the Auto Trade for a period of 8 months.

## We Are Taking Our Loss Now

We have reinventoried all our stock and our new price is based on the present market price and the future contract market price for the balance of the entire year.

This makes the KLINE KAR price the lowest for a standardized custom built car on the market today.

See the new Model K. at \$2090 F. O. B. Factory and you will agree that

*"It's not only the best at the price"  
But the best at any price!"*

**RICHMOND KLINE CO.**  
318 W. Broad St., Agents. Kline Car Corporation, Makers, Richmond, Va.

# Lowest Prices Ever Reached on Standard Ford Size Tires

PRICE	SIZE	TYPE
\$13.50	30x3 1/2	Maxi-Mile Non-skid Fabric
20.60	30x3 1/2	Junior Cord Non-skid
24.30	30x3 1/2	Heavy Duty Non-skid Oversize Cord

Prices Plus Government War Tax

So astonishing are these new, low prices that many can hardly believe them possible. But the demand for Mason tires has been so tremendous that great savings in production costs have resulted.

Immediately we pass these savings on to you—and now, the greatest tire value ever offered Ford owners is yours. Those long experienced in tire buying declare Mason unsurpassed for service, dependability, value.

Buy now, before this startling new price reduction completely cleans out our stocks.



# MASON CORDS

The Mason Tire and Rubber Co., 627 E. Main St., Richmond, Va.

THE MASON TIRE & RUBBER COMPANY, KENT, OHIO